
















CONTENTS

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OTHER SECTIONS INCLUDE:

-  **Briefcase** - contains a selection of must-haves for business professionals
-  **Features** - are specially written to highlight topical issues and events around selected industries
-  **Contributors** - gives readers direct access to the professionals who write the articles. This unique facility serves as a management tool allowing tailor-made advice to be obtained directly from the experts concerned
-  **Travel & Leisure** - helps our readers enjoy cost-effective, hassle-free travel and leisure activities
-  **Seminars & Conferences** - is a listing of forthcoming events of interest to business people

ACCREDITATION

BusinessBrief is accredited for CPD/E (Continuing Professional Development/ Education) purposes by a number of professional institutions. Members of these institutions are expressly required or encouraged to read the publication in order to retain their professional qualifications

RATE CARD 2012

BusinessBrief is a Business Management Magazine that provides decision-makers in business with the information they need to make better business decisions

Editorial is written by professionals and consultants in an easy to read style - free of jargon, buzzwords and legalese

DISTRIBUTION

- Newsagents nationwide
- Individual subscriptions
- Subscriptions by institutions and businesses

DEADLINES

BusinessBrief is published alternate monthly, in the first week of the first month of the dateline

Advertising bookings:
Three weeks prior to publication

Advertising material:
Two weeks prior to publication

Editorial contributions:
Four to six weeks prior to publication

READERS

- **Decision-makers**
- **Business Owners**
- **Directors**
- **Executives**
- **Managers**
- **Entrepreneurs**
- **Professionals**
- **Consultants**
- **Academics**

These readers make and influence decisions about the products and services their companies use



TECHNICAL DATA

Final Material

- All advertising material must be supplied as a print-optimized PDF (PDF X-1A) file on CD, or by email to admin@busbrief.co.za
- Ads must conform with the size specifications (type, trim & bleed) as per the table below. All text to be in the type area.
- A digital colour proof must be supplied to be used as a colour reference
- The following artwork formats are preferred: **PDF, TIFF, JPEG, Illustrator** and **EPS**
- The publisher cannot be held responsible for any errors in the final printed publication due to incorrect material supplied by the advertiser or his agent.

PLEASE NOTE

- The above rates exclude VAT, which will be charged at the applicable rate at time of invoice
- Black and white advertisements will be discounted by 5%
- Special positions and inserts by negotiation
- With effect from 1 January 2012
- E&OE

RATE CARD 2012

ADVERTORIALS

- Word count per full page, 600 - 650 words
- All copy, high resolution pictures and logos must be supplied on disc or via email
- Prices allow for a maximum of three changes

CONTACT US

Physical Address

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ADVERTISING RATES

FORMAT	CASUAL	NUMBER OF INSERTIONS			RATE PER INSERTION
		2-3	4-6	7+	
DOUBLE PAGE SPREAD	R 57,000	R 54,150	R 52,750	R 51,300	
FULL PAGE	R 30,000	R 28,500	R 27,750	R 27,000	
1/2 PAGE	R 16,500	R 15,700	R 15,200	R 14,850	
1/3 PAGE	R 11,500	R 10,950	R 10,650	R 10,350	
1/4 PAGE	R 9,000	R 8,600	R 8,400	R 8,100	
BUSINESS CARD	R 4,700	R 4,500	R 4,350	R 4,200	

SIZES (mm)

TYPE	TRIM		BLEED	
	↑ ↓	↔	↑ ↓	↔
A1	255 x 400	275 x 420	285 x 430	
A2	255 x 190	275 x 210	285 x 220	
B1	255 x 95	275 x 105	285 x 115	
B2	127 x 190	137 x 210	147 x 220	
C1	255 x 60	275 x 70	285 x 80	
C2	82 x 190	92 x 210	102 x 220	
D1	127 x 95	137 x 105	147 x 115	
D2	59 x 190	69 x 210	79 x 220	

- **Dimensions** (H) 69 mm x (W) 105 mm
- **Word count** 20 - 25 words
- Contact details and one full colour logo to be supplied on disc or via email